

Message Text

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FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO AMCONSUL RIO

AMCONSUL SAO PAULO

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E.O. 11652 NA

TAGS: BEXP, CO

SUBJECT: ANALYTICAL AND PROCESS ANALYSIS INSTRUMENTATION

TECHNICAL SALES SEMINAR AND TRADE MISSION

PASS COATES DIB-252

FROM TED JOHNSON, USDOC ESCORT OFFICER FOR TRADE MISSION/SEMINAR

1. TECHNICAL SALES SEMINAR IN BOGOTA MAY 2 ATTENDED BY APPROXIMATELY 80 PERSONS. HELD IN THE CONFERENCE FACILITIES OF THE CO-SPONSOR, FEDEMETAL, ATTENDANCE RATIO WAS 85 PERCENT OF RSVP, REQUIRING THE ADDITION OF 15 CHARIS TO SEAT THE CAPACITY AUDIENCE. ATTENDANCE REMAINED STRONG THROUGHOUT THE DAY. REGISTRATION LIST INDICATES ATTENDEES INCLUDED TOP LEVEL REPRESENTATIVES FROM COLOMBIAS MAJOR END-USER INDUSTRIES, RESEARCH ORGANIZATIONS, UNIVERSITIES AND POTENTIAL REPRESENTATIVES.

2. EVENING RECEPTION HOSTED BY AMBASSADOR VAKY AT PRESIDENTIAL SUITE OF THE HOTEL TEQUENDAMA ATTENDED BY 100 PERSONS, INCLUDING ATTENDEES OF THE SEMINAR, MAJOR REPRESENTATIVES OF THE US BUSINESS COMMUNITY IN COLOMBIA AND LOCAL BUSINESSMEN INTERESTED IN REPRESENTING PARTICIPANTS FROM THE TSS. TURNOUT AT SEMINAR AND RECEPTION INDICATES TIMELINESS OF THE INSTRUMENTATION THEME FOR COLOMBIA. TSS PARTICIPANTS UNCLASSIFIED

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EXPRESSED THEIR PLEASURE AT THE ENTHUSIASTIC RECEPTION

TO THEIR TECHNOLOGY AND THE EXCELLENT CROSS SECTION
OF PROSPECTS WHICH ATTENDED THESE EVENTS.

APPOINTMENT SCHEDULE HELD AT BTC IN HOTEL
TEQUENDAMA HEAVY, INCLUDING SEVERAL APPOINTMENTS
DURING SEMINAR, FULL SCHEDULES ON MAY 3 AND SEVERAL
ARRANGED FOR TWO PARTICIPANTS ON SATURDAY. DR. TAYLOR
HELD APPOINTMENTS WITH SEVERAL GOVERNMENT AND PRIVATE
TECHNOLOGICAL AND RESEARCH ORGANIZATIONS.

4. BUDGET EXPENDITURES FOR COMMERCE ACCOUNT AND
REPRESENTATION BUDGET WITHIN PRELIMINARY ESTIMATES
OUTLINED IN REFTEL. ADDITIONAL RECEPTION HOSPITALITY WHICH
NECESSARY FOR LARGER THAN ANTICIPATED ATTENDANCE
OFFSET BY INITIAL EXPENDITURES LOWER THAN ORIGINAL
HOSPITALITY BUDGET ESTIMATE.

5. PARTICIPANTS REPORTS INDICATE THAT ALL SIX
COMPANIES ACHIEVED THEIR PRIMARY OBJECTIVES. THEY
MADE \$42,000 OF EXPORT SALES DURING THE EVENT,
EXPECTED SALES OF \$382,000 IN THE NEXT 12 MONTHS.
SIGNED ONE SALES REPRESENTATION AGREEMENT, ARE DIS-
CUSSING SEVEN OTHER SALES REPRESENTATION AGREEMENTS,
AND OBTAINED 100 SALES LEADS.

A SELECTION OF PARTICIPANTS COMMENTS FOLLOWS:

A. HOKE INTERCONTINENTAL: BUSINESS MEETINGS WELL
ORGANIZED, A GOOD BUSINESS CLIMATE, WE MET SEVERAL
PROSPECTIVE DISTRIBUTORS AND FOUND SEVERAL GOOD
CUSTOMERS.

B. HOUSTON-ATLAS: WELL ORGANIZED-A GOOD METHOD
FOR SALES PRESENTATION. GREAT EFFORT PUT FORTH BY
SUPPORTING GOVERNMENT AGENCIES.

C. HUBERT LANDO, INC SEMINAR RECEIVED EXCELLENT
RECEPTION, A FINE CROSS SECTION OF PROSPECTS ATTENDED.

D. MODERN CONTROLS: GOOD PROSPECTS AND REPRESENTATIVE
CONTACTS. EXCELLENT SERVICE FROM EMBASSY STAFF AND
GOOD COOPERATION FROM LOCAL BUSINESSMEN.

E. TEXAS NUCLEAR: VERY WELL RUN SEMINAR. APPOINT-
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MENTS WERE MANY AND VERY GOOD. WE ARE WELL SATISFIED
WITH THE RESULTS OF THIS TRIP.

6. PARTICIPANTS AND DIRECTOR WERE EXTREMELY PLEASED
BY THE OUTSTANDING INPUT MADE BY THE EMBASSY OFFICERS
AND LOCAL EMPLOYEES. EVERY DETAIL OF THE TECHNICAL
SALES SEMINAR FROM ARRIVAL AT THE AIRPORT, SEMINAR,
RECEPTION AND BUSINESS APPOINTMENTS PROFESSIONALLY
HANDLED. USIS SUPPORT SUPERB IN AREAS OF COVER DESIGN AND

PRINTING OF BROCHURES AND TECHNICAL ABSTRACTS, POSTER PREPARATION,
SUPPLY OF PROJECTIONIST AND PUBLICITY.
VAKY

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